

WKMG

ORDER

Print Date 09/24/12 Page 1 of 1

Flight Dates 09/25/12-09/30/12

Contract / Revision 260116 /

Original Date / Revision
09/24/12 09/24/12

Advertiser**POL/Connie Mack/R/Sen/FL**

Agency **John McLaughlin & Associates**

Buying Contact **Marianne Campbell**

**919 Prince Street
Alexandria, VA 22314**

Product
MACK FOR SENATE

Agency Com 15%

Billing Contact
919 Prince Street
Alexandria, VA 22314

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **500**

Alt Order # 06334944

Billing Type	Cash
--------------	------

Order Type GENERAL

Billing Cycle	EOM/EOC
---------------	---------

Billing Calendar BROADCAST

Demographic A35+

Rev Codes	AGY	POL	CAND
-----------	-----	-----	------

Product Codes PL-Senate-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 2000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	3	\$1,700.00	\$2,000.00	0.00
Totals	3	\$1,700.00	\$2,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	3	\$1,700.00	\$2,000.00

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	WKMG	09/25/12	09/28/12	Local 6 News 12-1230p CM		12-1230p	-TWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-TWTF--					2	\$400.00		0.00				
E 2	WKMG	09/30/12	09/30/12	CBS Sunday Morning CM		9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1					1	\$1,200.00		0.00				
														Totals	3	\$2,000.00